

## NCFE Level 1/2 Technical Award in Interactive Media (603/7005/1)

### Examined assessment

Paper number: **Past paper**  
Assessment date: **Friday 14 June 2024**

Time allowed: **1 hour 30 minutes**  
Time: **1.30pm – 3.00pm**

#### Learner instructions

- Use black ink.
- Answer **all** questions.
- Read each question carefully.
- You **must** write your responses in the spaces provided.
- You may do rough work in this answer book. Cross through any work you do not wish to be marked.
- If you use a supplementary answer booklet, you must add your learner name, learner number and centre number to the front cover of the booklet. Insert your supplementary answer booklet inside this question paper at the end of your test.
- All of the work you submit **must** be your own.

#### Learner information

- The marks available for each question are shown in brackets.
- The maximum mark for this paper is **80**.

**Do not turn over until the invigilator tells you to do so.**

**Please complete / check your details below**

Learner name:

Centre name:

Learner number:

Centre number:

## Section A

This section has a possible **22** marks.

Answer **all** questions in the spaces provided.

- 1** Which **one** of the following types of interactive media product is typically known for its body and head tracking features? **[1 mark]**

- A** Augmented reality
- B** eLearning platform
- C** Interactive kiosk
- D** Interactive television

Answer \_\_\_\_\_

- 2** Which **one** of the following is part of the post-production process for audio assets? **[1 mark]**

- A** Capturing
- B** Configuring
- C** Editing
- D** Mastering

Answer \_\_\_\_\_

- 3 Which **one** of the following processes involves encoding and compressing video data so that it can be played smoothly on various devices or platforms? [1 mark]

- A Configuring
- B Importing
- C Mastering
- D Rendering

Answer \_\_\_\_\_

- 4 Identify **one** interactive feature of an interactive kiosk. [1 mark]

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- 5 List **three** promotional uses of a website. [3 marks]

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

- 6 I-see-a-saurus is a company aiming to teach everything about dinosaurs to children aged 3 years and over.

The company wants to add a learning tool to their mobile app.

The learning tool will allow children to see realistic dinosaurs in their own environment, using a smartphone or tablet.

Identify the type of interactive media product that I-see-a-saurus want to add to their mobile app.

Describe **two** reasons why this type of interactive media product would be useful when educating children.

[3 marks]

Type of interactive  
media product

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Reason 1

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Reason 2

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- 7 (a) Lee manages a website which features an audio podcast about cooking. Each episode focuses on a new recipe.

The podcast has images and audio for each episode.

Lee is currently completing the following processes:

- audio capture
- image capture.

Describe **one** example of suitable content that Lee could capture for **each** process. [2 marks]

Audio 1 \_\_\_\_\_

\_\_\_\_\_

Image 1 \_\_\_\_\_

\_\_\_\_\_

Please turn over for the next question.

- 7 (b)** Lee's podcast has been successful. Listeners of the podcast have asked for a video version to be produced.

Lee is unsure of the benefits of a video podcast.

Explain **three** benefits of Lee producing a video podcast.

[3 marks]

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

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**7 (c)** Lee has decided to produce the podcast videos.

Lee now needs to consider the health and safety requirements to produce the videos.

Lee will be filming in a kitchen and will need to do a risk assessment.

Identify **two** possible risks when recording videos.

Describe **one** example of a control measure that Lee could put in place to reduce **each** risk when recording in a kitchen.

Complete **Table 1** below.

**[4 marks]**

**Table 1**

|        |                 |
|--------|-----------------|
| Risk 1 | Control measure |
| Risk 2 | Control measure |

**The question continues on the next page.**

**7 (d)** Lee has completed the first video podcast and is importing it onto the website.

Lee is pleased with the result and now wants to develop a mobile app to improve his audiences' experience further.

Describe why **each** of the following interactive features would be beneficial for Lee to have on the mobile app:

- drop-down menus
- interaction buttons
- screen orientation.

[3 marks]

Drop-down menus \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Interaction buttons \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Screen orientation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Section B

This section has a possible **22** marks.

Answer **all** questions in the spaces provided.

- 8** Which **one** of the following is a type of cable that is used to connect a condenser microphone to an audio interface?

[1 mark]

- A** External line return (XLR)
- B** High-definition multimedia interface (HDMI)
- C** Musical instrument digital interface (MIDI)
- D** Universal serial bus (USB)

Answer \_\_\_\_\_

- 9** A producer is likely to use a DAW when developing the sound for an interactive media product.

What does the acronym DAW stand for?

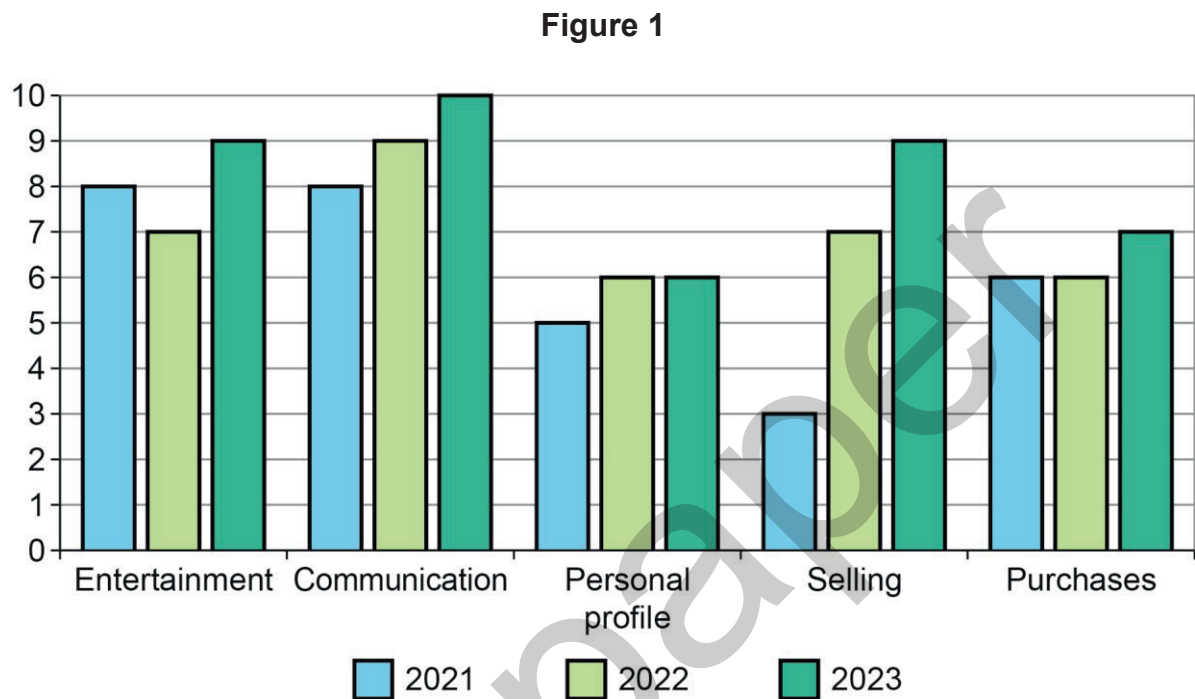
[1 mark]

- A** Digital audio workplace
- B** Digital audio workroom
- C** Digital audio workspace
- D** Digital audio workstation

Answer \_\_\_\_\_

- 10 A well-known social media platform is reviewing its customer satisfaction survey. The platform asked users to rate the features they offer.

**Figure 1** shows the ratings that users have given each feature in the last three years.



Using the data in **Figure 1**, select the statement below that is correct.

[1 mark]

- A All ratings improved in 2023
- B Communication was the least improved in 2022
- C Personal profile has decreased in 2023
- D Selling has improved the most since 2021

Answer \_\_\_\_\_

- 11** Identify **three** of the most common aspect ratios that are used for videos on social media platforms.

**[3 marks]**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

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**12 (a)** Stacey has a fashion website.

She claims that her clothes are 'for everyone', but she has received complaints that her website does not include people from the following demographics:

- disability
- religion and beliefs.

Explain why it is important for Stacey to make sure that she includes **each** of these **two** demographics.

Suggest improvements that she could make to her website for **each** demographic.

Complete **Table 2** below.

[4 marks]

**Table 2**

|                                  |             |
|----------------------------------|-------------|
| Disability explanation           | Improvement |
| Religion and beliefs explanation | Improvement |

12 (b) Disability and religion and beliefs are demographics.

Identify **two other** demographics that Stacey may need to consider to be more inclusive.

Suggest improvements that she could make to her website for **each** demographic.

Complete **Table 3** below.

[4 marks]

Table 3

|               |               |
|---------------|---------------|
| Demographic 1 | Improvement 1 |
| Demographic 2 | Improvement 2 |

Please turn over for the next question.

**13 (a)** Alex runs a hair salon. He has a website with images of hairstyles.

Alex is considering buying another digital camera to improve the quality of the images.

Identify **two** digital camera features.

Explain how **each** feature can improve the quality of Alex's images.

**[4 marks]**

Feature 1 \_\_\_\_\_

Explanation 1 \_\_\_\_\_

Feature 2 \_\_\_\_\_

Explanation 2 \_\_\_\_\_

- 13 (b)** Alex has taken many images of his hairstyles with his new camera and has run out of space on his hard drive.

He is considering the following options for external storage:

- cloud-based storage
- USB solid state drive (SSD).

Describe **one** advantage and **one** disadvantage for **each** storage option for Alex. **[4 marks]**

Cloud-based storage  
advantage \_\_\_\_\_

Cloud-based storage  
disadvantage \_\_\_\_\_

SSD  
advantage \_\_\_\_\_

SSD  
disadvantage \_\_\_\_\_

Please turn over for the next Section.

## Section C

This section has a possible **15** marks.

Answer **all** questions in the spaces provided.

- 14** Which **one** of the following descriptions best defines 'stock media'?

[1 mark]

- A** Media that has been licenced for use
- B** Media that is artificial intelligence (AI) generated
- C** Media that is free for everyone to use
- D** Media that you have recorded yourself

Answer \_\_\_\_\_

- 15** What does UK GDPR stand for?

[1 mark]

- A** United Kingdom General Data Privacy Regulation
- B** United Kingdom General Data Privacy Rights
- C** United Kingdom General Data Protection Regulation
- D** United Kingdom General Data Protection Rights

Answer \_\_\_\_\_

- 16** Which **one** of the following planning tools is used to plan the aesthetics of an interactive media project?

**[1 mark]**

- A** Flow chart
- B** Gantt chart
- C** Mood board
- D** Storyboard

Answer \_\_\_\_\_

**Please turn over for the next question.**

**17 (a)** Theo is a website designer.

Theo has received a web design brief from Cognizant Beings.

Cognizant Beings is a charity that educates people of all ages about wellbeing and mindfulness.

They would like to develop an eLearning platform that people can access through their website.

They have asked Theo for advice on the following **two** aesthetics:

- colour scheme
- typography.

Give **one** suggestion for **each** of the aesthetics. Recommend reasons why.

**[4 marks]**

Colour scheme suggestion \_\_\_\_\_

\_\_\_\_\_

Reason \_\_\_\_\_

\_\_\_\_\_

Typography suggestion \_\_\_\_\_

\_\_\_\_\_

Reason \_\_\_\_\_

\_\_\_\_\_

- 17 (b)** Cognizant Beings has agreed with the suggestions you made in 17 (a) and they would like Theo to develop the eLearning platform.

Identify **two** types of research that Theo could complete before developing the platform.

Explain why **each** type of research is important for Theo to complete.

**[4 marks]**

Research type 1 \_\_\_\_\_

\_\_\_\_\_

Explanation \_\_\_\_\_

\_\_\_\_\_

Research type 2 \_\_\_\_\_

\_\_\_\_\_

Explanation \_\_\_\_\_

\_\_\_\_\_

**Please turn over for the next question.**

**17 (c)** Cognizant Beings are impressed with Theo's research.

He must now gather the resources he needs to develop the eLearning platform.

Identify **two** resources that Theo would need **and** describe why he would need them.

**[4 marks]**

Type of resource 1 \_\_\_\_\_

Description  
of need

Type of resource 2 \_\_\_\_\_

Description  
of need

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## Section D

This section has a possible **21** marks.

Answer **all** questions in the spaces provided.

- 18** Meloncoli are a rock band who write uplifting songs aimed at young people aged 24 and under. They would like to gain more listeners within their target audience and have therefore asked for a website to be developed.

Recommend features that could be included in their website.

Explain the benefits of **each** feature.

**[9 marks]**

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**Please turn over for the next question.**

**19** Connectopians is a company that would like to develop a mobile app that is used for:

- communication
- pleasure
- engagement.

They would like their app to be as successful as other popular social media mobile apps.

Recommend key assets **and** features that could be included in Connectopians' mobile application.

Justify how **each** asset **and** feature could help Connectopians' mobile app to be successful.

**[12 marks]**

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This is the end of the examined assessment.

| To be completed by the examiner |      |            |      |
|---------------------------------|------|------------|------|
| Question                        | Mark | Question   | Mark |
| 1                               |      | 11         |      |
| 2                               |      | 12 (a)     |      |
| 3                               |      | 12 (b)     |      |
| 4                               |      | 13 (a)     |      |
| 5                               |      | 13 (b)     |      |
| 6                               |      | 14         |      |
| 7 (a)                           |      | 15         |      |
| 7 (b)                           |      | 16         |      |
| 7 (c)                           |      | 17 (a)     |      |
| 7 (d)                           |      | 17 (b)     |      |
| 8                               |      | 17 (c)     |      |
| 9                               |      | 18         |      |
| 10                              |      | 19         |      |
|                                 |      | TOTAL MARK |      |